

Communication activities of the music festival Rock for People between 2007–2012 bachelor thesis in the first part introduces festival Rock for People, focusing on the development from 1995 to present including important changes that had an impact on the present form of the festival. Second part includes detailed analysis of different communication channels and appropriate theory to the topic. Online communication covers the most comprehensive part. Communication activities of Rock for People are compared with the communication of identified competition in the third part. The final part summarises the thesis and results of previous comparison. The thesis includes appropriate image attachment.